

## **MEDIA AFFAIRS MONTHLY CALL REPORT for AUGUST 1997**

### **HIGHLIGHTS: U.S. TOBACCO IN THE NEWS**

**Iowa Medicaid** -- On August 26, Polk County Judge Linda Reade dismissed a significant portion of Iowa's lawsuit against the tobacco industry, ruling the state has no law that allows it to recover Medicaid dollars spent to treat sick smokers. Attorney General Tom Miller plans to appeal a state ruling. The Associated Press reported the story.

**Contraband Cigarettes** -- The New York Times featured an article on August 25 on contraband cigarettes and accusations that the tobacco industry is involved in distribution of cigarettes into the black market in many countries. The Associated Press also covered the story. All calls were referred to PM International.

**World Conference on Smoking and Health** -- The 10th World Conference on smoking and Health was held August 24-28 in Beijing, China. The conference was attended by world health leaders who were meeting to discuss issues such as cigarette taxes, passive smoking, banning cigarette advertising at sporting events, the expansion of the tobacco industry into developing countries and ongoing tobacco litigation. Conference participants spoke about the need for China to become the next battleground for anti-smoking campaigners and that lawsuits were the best way to fight the tobacco industry at this time. All major news outlets, both domestic and international covered the event. All calls were referred to PM International.

**Florida Medicaid** -- On August 24, U.S. cigarette companies agreed to pay Florida \$11.3 billion over 25 years to settle the state's Medicaid lawsuit against the industry. The settlement called for the immediate removal of all billboards near schools and playgrounds within 45 days and all billboards in the state within 5 months.

In addition, vending machines will be removed from any establishment which children have access to. All advertising in sports arenas and on public trains and buses will be removed as well. The tobacco industry released a statement and M.A.N. consultants proactively disseminated to appropriate media. All major news outlets covered the story and all calls were referred to External Relations and Sawyer Miller.

The CEOs of Philip Morris and RJR gave taped depositions in the Florida Medicaid trial. On August 24, RJR CEO Steven Goldstone said he believed that "smoking plays a part in causing lung cancer." On August 23, Philip Morris CEO Geoffrey Bible stated that cigarettes "might have" been partially responsible for causing fatal diseases. All major news outlets covered the depositions. Media calls were referred to External Relations.

On August 7, eight privileged Liggett documents were released by a Florida court. In the documents lawyers discussed strategies for defending against lawsuits, conducting public opinion polls, and defending against attacks over the ingredients used in cigarettes. All major news outlets covered the story. All media calls were referred to External Relations.

**Massachusetts Ingredients Disclosure** -- On August 19, a Federal Appeals Court in Boston upheld the MA ingredients disclosure law, ruling that it did not violate constitutional protections. Separately, the state Public Health Council gave final approval for the regulations to implement the law. The Associated Press reported. PM U.S.A. declined comment on all media calls.

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**Proposed Resolution** -- On August 20, five state Attorneys General wrote a letter to industry attorney J. Philip Carlton threatening to reject the proposed resolution if the tobacco tax credit in the balanced budget pact is not eliminated. The letter was reportedly on behalf of the 40 states who agreed to the resolution. The Wall Street Journal and USA Today reported. All calls were referred to Sawyer Miller.

On August 18, White House Domestic Advisor Bruce Reed confirmed in a telephone interview that President Clinton will seek an additional \$50 billion in payments from tobacco companies as part of the proposed resolution to off-set the credit for increased revenues from the cigarette tax passed in the balanced budget legislation. All major news outlets covered and media calls were referred to Sawyer Miller.

On August 14, the Associated Press and Lexington Herald-Leader reported on the efforts by the Burley Tobacco Growers Cooperative Associations in Kentucky, the Flue-Cured Growers Co-op in North Carolina and the Kentucky Farm Bureau to reach consensus on a plan for changes to the proposed resolution that would provide economic protections for farmers. They will prepare a joint proposal to be presented to Congress.

On August 13 Mississippi Attorney General Mike Moore and attorney Dick Scruggs reopened negotiations with the tobacco industry to strengthen portions of the settlement in response to concerns raised by the White House and public health groups. The Washington Post and New York Times reported.

**Oregon Smoking Ban** -- On August 20, the city council of Corvallis, OR voted unanimously to enact a stringent tobacco law that bans smoking in all public places (including bars and restaurants) and within 10 feet of the outsides of doors of buildings or of people standing in line. The law becomes effective January 1 for all venues except bars, which will be enacted on July 1. The Associated Press and the Eugene Register Guard reported on the new law.

**LA County Fair** -- On August 19, the American Lung Association launched a campaign to persuade the promoters of the Los Angeles County Fair to sever a promotional relationship with Philip Morris USA, specifically banning Marlboro merchandise and Marlboro Music. Media Affairs received calls from The Los Angeles Times, The LA Daily News and The San Gabriel Valley Tribune. PM USA responded with standard messages on youth marketing and sponsorship. In addition, PM USA provided information on AAA and We Card.

**We Card** -- On August 15, We Card press conferences and training seminars were held in Phoenix/Scottsdale, East Valley and Tuscon, AZ. Over 65 retailers attended each area's seminar. All major local television affiliates covered the events as well as several local radio stations and The Tribune.

We Card seminars were also held in Louisville, Lexington and Prestonsburg, KY throughout the week of August 11. Commissioners of the Kentucky Attorney General Department, the ABC, Senator Joey Pendleton and Pat Hicks of the Kentucky Grocers Association attended the Louisville press conference. New and improved compliance rates were announced prior to the seminar. WHAS-AM, the Kentucky Radio Network, The Courier Journal and all four local television networks attended.

The M.A.N. consultants in both regions worked to arrange and publicize the press conferences and training seminars and pitch local spokespeople to the media.

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**FDA Jurisdiction** -- On August 11, a three-judge panel of the 4th U.S. Circuit Court of Appeals heard arguments over the FDA's jurisdiction over tobacco. While a formal ruling is not expected until fall, most reports maintained that the judges' questions revealed a skepticism toward FDA rule. The Washington Post, USA Today, Wall Street Journal, Reuters and the Associated Press covered the appeal. Media calls were referred to External Relations.

**Operation Storefront** -- On August 7, the California anti-smoking alliance "Operation Storefront" released a survey in California claiming that of 3,796 retail tobacco outlets visited by volunteers, 44% had tobacco advertising located near candy displays and 36% had tobacco ads placed less than 3 feet above the floor. The survey concluded that little progress had been made in restricting the ability of children to view tobacco ads. Media Affairs received a call from The Orange County Register regarding the survey. PM USA responded with message points in regards to retailers and youth access, point-of-sale advertising and retailer education and training. In addition, referred reporter to CA Grocers Association and other retailers who support We Card. The Associated Press also reported.

A similar study was released concerning Operation Storefront in Missouri. The survey concluded that those stores inspected had an average of 29 tobacco ads and promotions. Also, more than 60 percent of the stores placed tobacco next to candy and nearly three-quarters of the stores placed tobacco below three feet. KOLR-TV in Springfield called media affairs and PM USA responded with key message points on youth access, retailer education and training and point-of-sale advertising. The St. Louis Post-Dispatch also reported.

**Federal Executive Branch Smoking Ban** -- On August 4, President Clinton signed an executive order banning smoking in federal executive branch office buildings. The order prohibits smoking in all federal executive branch office buildings including doorways and courtyards, except in separately ventilated rooms, residential units, and "undercover, military or diplomatic situations that are essential to accomplish agency missions." The Washington Post, New York Times, USA Today, Associated Press and Reuters reported.

**Balanced Budget Act** -- On August 1, the Balanced Budget Act was passed in the Senate by an 85-15 vote. The Act included a 10 cent per pack structured cigarette excise tax increase that takes effect in 2000, with an additional 5 cents increase in 2002, however, the revenue produced from the increase could be used as a credit towards any payments by the companies if the proposed resolution is passed into law. The bill was signed into law on August 5 by President Clinton. All major media outlets covered the story including The New York Times and The Associated Press. All media calls were referred to Lance Morgan of Sawyer Miller.

**Ohio State Fair** -- On August 1, Tobacco Free Ohio issued a press release protesting the presence of a booth at the 1997 Ohio State Fair promoting Marlboro tobacco products and merchandise. WCMH-TV and WBNS-TV reported.

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<b>DATE</b>	<b>MEDIA</b>	<b>REQUEST</b>	<b>ACTION TAKEN</b>
8/28	The Hour Bob Wertx (203) 846 3281 x 259	Smoking laws in NY and Conn.	Referred to TI
	Oklahoma Indian Times Jim Grey (918) 747 2773	PM support of Native Americans	Referred to Corporate
	American Economie ( Spanish publication be Dow Jones) Mike Zellner (305) 529 6561	cigarettes competition in Latin America	Referred to International
	Times Hong Kong Steven Shortt (852) 2512 5528	cigarette tax revenue	Referred to International
	The New York Times Lynette Halloway 556 1533	Ad ban in NY	Gave standard response - Proposal goes beyond issue of youth access to restrictir manufacturers and store owners to truthfully advertise a legal product. Proposal may violate constitutional rights guaranteed by the first amendment
	Reuters News Pictures Henry Duran 800-424-0013	Picture request- Bible	referred to corporate
	El mundo Edward Zayas (787) 721 2300 X 394	Future of PM dividends-and financial information	AT: called and faxed him recent S.E>C> fillings at his request. General answer ou plans. we expect to continue to complete effectively on our core businesses.
	El Espectador Juan Pablo Serro, Columbia 011-571-294 -5555	Questions on Medicaid case	reporter never got back to Michael Szumera
8/27	Sun Sentinel Reporter		

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	NBC/MSNBC Caroline Bruner (202) 885-4200	Tobacco Controversy- proposed website page	Referred to External Relations
	Ganneet News Service Tony Boylan (407) 242-3671	Florida Settlement- removal of outdoor advertising ?	AT: referred to Shane Duchesne
	Bloomberg Steve Matthews (404) 735 4340	Broin Trail	John Sorrells handled
	CNN Emily Looney (404) 827 2522	Financial information	AT Faxed her the 1996 annual report highlights page at her request
	The progress index Scott Bass (804) 732 3456 ext. 147	Settlement	AT: Referred to Lance Morgan
	Radio Del Plata ( Argentina) Maria Jose Morea (541) 778 6398/ 778 6495	Depo questions	AT: Mike and Aurora jointly made the call and offered to do a taped segment
	Eveni Men Dui (Romania) Lucian Ionita 40-1-222-5661	Investigation of a Romanian importer of L&M cigarettes	Referred to International
8/26	Atlanta Journal Constitution Niki Gramig (770)509 4098	Smoking lounges at Atlanta Airport`	AT: Let them they know PM Was not involved in the building of smoking lounges in Mass. told her about DIA lounges and crouched it as a ad buy. She asked if we had done this elsewhere so I tok her about Atlanta -- reallocation of ad dollars, ran Marlboro ads in lounges for a certain peroid of time Told her they were no longe running.

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	Sun Sentinel Larry Leibowitz (945) 356- 4665	Sports sponsorship in light of proposed proposal	AT: Referred to Steve Dusquene at Bozell, Sawyer Miller who was to call reporter and explain to him that sponsorship is not banned under the settlement
	Tampa Tribune Gady Epstein (850) 22 8382	Medicaid	Referred to Steve Duchesne
	National Law Journal Bob Van Voriss (212) 545 6016	Bible Depo and Florida settlement	AT: faxed information
	Business week Magazine Lori Bongiorno (212) 512 4035	Humphrey can he de- rail the settlement	AT: referred to Bozell Sawyer, Miller
	ABC - Indianapolis James Ford (317) 267 1440	Victor De-noble- safe cigarette	AT: when Mike called Ford was going on air .
	Die Tabakzeitung Folker Kling 49 6131/483 251	FL Medicaid	AT: PM spoke to Mr Kling's associate Marcello( who spoke english on his behalf He wanted a comment on the FL Medicaid Settlement. I faxed the industry statemer to 49 6131/48 45 33 and provided him with Steve Duchesne's name and number for further questio
	Die Zeit Mr Lamparter 49 403 280 282	Medicaid	AT: PM spoke to reporter who was then interested in the industry proposed settlement - referred
	Philly Inquirer Joe Slobodzian (215) 854 2658	Philly Class action ruling	Referred to external
	Franfurkter Allgemeine Zeitung Benedikt Fehr (203) 698 9856	Bible depo	AT:Mike York spoke to reporter

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8/25	San Francisco Recorder Sacramento , CA Nick Budnick (916) 448 2935	Kopp liability Bill	AT: Steve Krigbaum will handle
	New York Magazine Alec Appelbaum (212) 597 8163	outdoor advertising	AT: Standard response on settlement and referred to Lance Morgan.
	Atlanta Journal Constitution Rhonda Cook (404) 526 5966	Georgia Lawsuit	AT: Kilhenny stated that Georgia has made this decision, we believe that they are not supported by facts or the law
	New York Post Kathy Burke (212)930 8627	Cigarette Smuggling	Referred to International
	RTL German TV Station Barbara Biemann (212) 975 7441	Cigarette Smuggling	Referred to International
	CNN Atlanta Georgia Noah Kotch (404) 827- 1983	Settlement FL V Global	Referred to External Relations
	New York Times Barry Meier (212) 556 1917	Florida Settlement	Referred to External Relations
	WVRA Radio Veronica Robinson (804) 780 3400	Reaction to comments from VA GASP ( group to alleviate smoking in public)	Referred to External Relations
	CNBC Matt Belvedere (201) 585 6262	Interview request- Florida case	AT: Referred to Shane Duchesne
	NBC Candice Smith 1 800 669 6789	Florida Case	Referred to External Relations
8/22	San Jose Mercury News San Jose, California	Handpainted Billboards	Given standard response: that we couldn't give information for competitive reasons
	Nightly Business Report Mark Lindsman (305) 949 8321 x 320	Interview Request with Mr Bible	AT: per Mike York - decline

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	Kinston Free Press Deirdre Fernandez (919) 237 3191 x 237	Tobacco Plants overseas	AT: referred to Betty Cho
	Austrian Radio TV Hilegard Banes (202) 822 9577	Bible Depo	Referred to External Relations.
	SAT One ( German TV Station) Susan Hauptvogel (202) 331 9400	Bible Depo	Referred to External Relations.
	Focus Magazine Heidi Zimmeramnn (212) 757 1203	Bible Depo	Referred to International
8/21	Newsweek Steve Rhodes 773-235-8986	Advertising/Settlement	TC declined to discuss advertising for competitive reasons - referred to Lance Morgan for settlement questions
	Crain's NY Mark Walsh 212-210-0251	Corp. Compensation plans	Referred to Corporate
	BBC Radio Andrea Machain 305-445-6397	Bible deposition	Referred to External Relations
	The Buffalo News (NY) Steven Watson 716-849-4435	Genetically-engineered nicotine-free tobacco	No comment
	BBC News Radio (London) John Quest 011-44-171-765-2223	Bible Deposition	Referred to External Relations
	CNN Morning News Jill Neff 202-898-7926	Bible Deposition - want interview	Declined interview

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	The News Journal Papers (DE) Nancy Kissler 302-678-4275	Delaware Cig. Tax increase	Provided standard message re: fairness, cross-border, etc. Referred to a DE AP article re: cig shops in DE v MD border
	Channel 2 News (NYC) Lou Young 212-973-8430	Bible deposition	Referred to External Relations
	MSNBC Cindy Smith 201-583-5132	Interview w/Mr. Bible	Declined
	Today Show Jessica Stewart 202-885-4891	Interview w/Mr. Bible	Declined
	BFM (French Radio) Magalie Eilig 011-33-1-4125-1996	Bible deposition	Mike York handled (in French)
	100 Greatest Commercials (Book) Bernice Kanner 212-318-2663	Wants to include "Foggy Morning" ad from 1967 in book	Declined
	Australian Broadcasting Mary Symon 202-466-8575	Bible Deposition	Referred to External Relations
	German Independent Radio Emanuel Marcus 703-751-2132	Bible deposition	Referred to External Relations and International
	Chicago Tribune Pat Widder 202-824-8232	Settlement	Referred to Lance Morgan

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	Dow Jones Kate Berry 305-379-3744	Bible Deposition	Faxed deposition
	WSJ Milo Geylin 212-416-2135	Bible Deposition	Faxed transcript. Spoke to Mike York.
	AP Skip Wollenberg 212-621-1686	Bible deposition	Not necessary - Miami bureau handling coverage
	International Herald Tribune Brian Knowlton 202-334-7418	Bible deposition	Referred to External Relations
	CBS Network News Larry Doyle 305-571-4400	Bible deposition	Referred to External Relations
	WNED Radio (Buffalo NY) Dawn Hamilton 716-845-7000	proposed cig tax to support Bills football team	Provided fairness message. Asked about phone calls to consumers - told her that smokers and retailers asked to be kept informed on issue that impact them, we've provided info and encourage participation in democratic process
	Antenna 3 (Spanish network) Francisco Medina 212-682-0571	Bible deposition	Referred to External Relations
	ABC News (NYC) Joan Hamilton 212-875-3333	Bible deposition	Referred to External Relations

2062900754

	NHK Broadcasting (Japanese station) Rob Schroeder 202-828-5180	To film Washington PM office and Cabarrus plant. Also some settlement questions.	Arthur Mallory responded. Denied request to film Cabarrus. Referred him to Lance Morgan on settlement issues.
8/20	AP Sacramento CA Steve Lawrence (916) 448 9555	Smoking in Bars	AT: provided standard response on accommodator
	CNN Rich Philips (305) 579 9115	Bible's Depo	Reporter never returned calls
	Bloomberg News Steve Matthews	Bible's Depo	Mike York spoke to him
	Legal Intelligencer Michael Ricardi (Philadelphia) (215) 557 2454	Lawsuit by union related health funds	V Kilhenny explained that w will vigorously defend this lawsuit
	AP Karen Shaw (215) 561 1133	Lawsuit by union related health funds	V Kilhenny explained that w will vigorously defend this lawsuit
	The News Journal Papers Nancy Kissler (302) 678 4275	Tax Increase on cigarette products	AT:Per Jim Lemperes, informed reporter that we had nobody available to comment at this time.
	Incentive Magazine Ken Hein (212) 592 6232	Tobacoo and Alcohol Promotions	Given standard responce and referred to Lance Morgan
	AP Martin Finuken 617-227-0411	Mass. disclosure law	Declined to comment
	American Lawyer Media Bill Doherty 212-692-7850	FL Litigation	Fedexed motion for delivery 8/20am.

2062900755

	The Flyer of Salisbury State University (MD) Kenna Brigham 202-659-5500 x223	PM advertising	Declined
	New York Times - Biz Section Seth Schiesel 212-556-7135	PM Summer Intern program	Referred to Corporate
8/18	Globosat Network (Brazil) "Idea television" Elizabeth Garden 202-429-2525	New technologies, research	Declined for competitive reasons
	Fox News Channel Lauren Lilien 212-301-3182	Settlement	Referred to Lance Morgan
	San Gabriel Valley Tribune Hector Gonzalez 626-962-8811 x2702	LA County Fair	Provided standard message points on youth, marketing and "targeting." Also info on AAA and We Card.
	Richmond Times-Dispatch Chip Jones 804-649-6726	Tobacco prices	J. Jones provided a USDA contact in DC and responded that prices have normalized after 2 yrs of short supply it is premature to speculate on pricing this yr.
	NY Times Constance White 212-556-5835	PM/Hugo Boss exhibit	Referred to Corporate
	National Law Journal Bob Van Voriss 212-545-6016	Florida Medicaid Suit - confirm counsel	Confirmed Chadbourne & Park and Shook Hardy are among counsel in FL Medicaid case.
	Ebony Magazine Muriel Sims 312-322-9215	Mr. George R. Lewis	Referred to Corporate

2062900756

8/14	LA Times Barbara Marsh 714-966-7762	FDA meeting from 1994	Referred to External Relations
	CNBC Sheila Steinback 201-585-6445	Locating a smoke shop w/exclusive PM contract	Declined
	National Law Journal Bob Van Voriss 212-545-6016	FI Document Decision	Mike York spoke w/reporter
	News Tribune (LaSalle, IL) Naomi Snyder 815-223-3206 x130	Convenience Store Advertising	Declined
	Pittsburgh Post Gazette John Zebrowski 412-263-1601	Bar sponsorships	Provided standard message points
8/13	Tampa Tribune Gady Epstein 904-599-2641	Settlement	Referred to Lance Morgan
	Corporate Philanthropy Report Nita Martin 213-664-8150	PM product donations	Referred to Corporate
8/12	Washington Post David Segal 202-334-5368	Proactive Lawsuits	Referred to Lance Morgan
	USA Today Ann Willette 703-276-5340	401k and profit sharing plans	Bob Minkoff provided correct PM info

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8 / 11	Mother Jones Magazine Rachel Burstein 202-783-9405	Non-profits that we support	Referred to Corporate
	AdAge Steve Fisher 312-649-5348	Name of ad agency for Marlboro	Provided info
	COX (TV Bureau, DC) Bridget Langmade 202-737-0277	FDA Appeals - Warm Springs	Faxed statement
	Bloomberg News Jennifer Delmedico 609-279-4046	Stock Options	Referred to Corporate
	Corporate Giving Watch Newsletter Steve Tschirhart 313-961-2242 x1772	Confirming that PM gave \$1million to dance companies last year	Referred to Corporate
	multinational Monitor Marcia Carroll (202) 387 8050	Release of PM Documents	Referred to External Relations
8 / 8			
	CNBC Allan Chernoff (212) 506-2001	FDA case in Hotsprings.VA	V. Kilhenny declined comment
	AFP Miami Teresa Mears (305) 757 8854	Documents released in Palm Beech	AT: provided documents
	Advertising Age - DC Ira Teinowitz (202) 662 7214	Florida case	Referred to Lance Morgan., as FDA Spokesperson was not available
	Regional News Network Christine Bellino (914) 339 6200 X 268	Settlement/Florida	AT: Mike York handled

2062900753

	WRVA Deanna Malone 1 800-432-9782	Liggett Statement	AT: Greg Little did the interview
	LA Times Henry Weinstein (213) 237 7180	Liggett Statement	AT: Mike York Handled
	Wall Street Journal Milo Geyelin (212) 416 2135	Liggett Statement	AT: Mike York Handled
	Nightline Dianna Pierce (202) 222-7000	Liggett Statement needed spokesperson for show	Declined
	CNBC Alan Cheroff (212) 506 2001	FDA hearing	Declined
	Florida Public Radio Buzz Conover (850) 487 3194	Interview -Liggett Statement	Mike York Handled
	Orange County Register Greg Hardesty (714) 565 3646	Operation Storefront	Provided key Message Point
8 / 7			
	Channel 10 News		
	The Monitor Roxanna Popescu tel (956) 971 1897	FDA Regulations	Referred to Lance Morgan
	The New York Times Chris Drew (212) 1356	Cigarette smuggling	Referred to Betty Cho
	Advertising Age Ira Teinowitz (202) 662 7214	Florida Case	referred to External relations

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	Bureau of Economic Analysis Carl Galbraieh (202) 606 9778	Settlement	Referred to Lance Morgan
	USA Today Bruce Horowitz (703) 276 3473	Tobacco Marketing	AT: informed Bruce that Tai is the one to speak to concerning PM brand, that Lance Morgan will discuss settlement, and that we cannot comment on database marketing because of competitive reasons
	Baltimore Sun PJ Tooker (202) 452 8250	research for court angle of document released	Referred to RJR
	New Mexican Mark Oswald (505) 995 3813	Roger Beimerin ABQ , trip to Mexico	Referred to Corporate
8 / 6			
	Charlotte Business Journal Ed Martin (704) 333 6372	PM company perks	AT: reporter told the following " we do not have any unusual perks. Our HR benefits are pretty basic as with most large corporations".
	AFB Miami Teresa Mears (305) 757 8854	Documents released in Palm Beech	Referred to External Relations
	WRNN- TV Christine (914) 339 6200	Settlement	Referred to Lance Morgan
	New York Times Barry Meyer (212) 556 7614	Liggett Statement	AT: faxed information
	National Public Radio Marisa Penaloza (202) 414 2769	Liggett Statement	AT: faxed information
	CNBC Allan Chernoff (212) 506 2001	Liggett Statement	AT: faxed information

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	ABC News Keith Summa (212) 456 6022	Liggett Statement	AT: faxed information
	CNN financial News Heather Dorf (212) 714 6913	Liggett Statement	AT: faxed information
	Newsday Harry Berkowitz (212) 251-6609	Liggett Statement	AT: Messenger information
	Counselor Magazine Connie O'Kane	Promotional Bans	AT: referred to Lance Morge advised that out promotions remain unchanged
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	CNN Tom Watkins (404) 827 0694	Documents	Referred to External
	The Charlotte Observer Stella Hopkins (704) 358 5173	Extortion case-	
	St Louis Post Jo mannies (314) 340 8334	Steve Gaw NY Society	Referred to Corporate
	New York Times Leslie Wayne (202) 862 0401	Campaign Contributions	Referred to Corporate
	Channell 4 (US PBS) David Taylor (312) 836 0100	Proposed settlement	Referred to Lance Morgan
	Wall Street Journal Andrea Peterson (212) 416 2328	PM Sponsorship of Broadway productions	Referred to Kraft
	Albuquerque Journal Carla Crowder (505) 992 6278	NGA Costa Rica trip	Referred to Corporate

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	IEG Sponsorship report Bill chips (312) 944 1727 x 237	Renewal of B& H formula 1 sports	referred to International
	Kansas City Star Kevin Murphy (816) 234 4439	Costa Rico Trip- per Wall Street Journal story on New York Society trip	AT: Darienne informed reporter "PM Cos = PM USA , PM international, Kraft Foods International, Miller Brewing, and PM capital Corp. - gave reporter selection of products told reporter that PM supports many Organizations like the NYSIA, which in turn promote issues important to PM-- international trade and knowledge of International trade, as In this case In response to his question does PM do this to curry favor with state legislators?. I told him I thought that this question demeaned , insulted the legislators if it implied tha they would change their minds because of a informational trip..and that it was the substance (international trade) that PM was supporting.
	Oppenheimer Susan Lee(analyst) (212) 667 7254	Spending on Marlboro racing	Declined comment
	National Law Journal Joanna Glasner (212) 545 6076	Broin case	AT" John Sorrells spoke to reporter - about timing of trial

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	Richmond times Dispatch Carrie Budoff (804) 649 6100	UPS strike -effect on PM	Dennis provided "PM is utilizing all alternate carriers and is informing employees, and recipients, that any items sent by courier could be, will be subject to delays"
8 / 4			
	New York Times- business section Glenn Collins (212) 556 1330	UPS strike	provided statement as above

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	<p>AP Melissa Williams (972) 991 2100</p>	<p>Workplaces that allow smoking</p>	<p>Ted Lattanzio provided that following</p> <p>1) a smoking policy for PM was developed about 3 years ago and distributed to all facilities in the US and most international markets.</p> <p>2) During the OSHA hearing 200 small business (under 100 employees) testified in opposition to the proposed IAQ rule. Out of Approx. 479 total witnesses, also, of the approx. 115,000 comments docketed by OSHA approx. 100,000 came from small business owners, both hospitality and Non hospitality-- and this group overwhelmingly opposed the OSHA proposed IAQ rule</p> <p>3) In the state of , numerous business , NON hospitality opposed the state OSHA proposed regulation including labor to protect the rights of collective bargaining in the auto plants in the Baltimore area/. ditto at federal level</p> <p>4) Types of business that opposed the proposed IAQ rule ran the gamut of venue from manufacturing to auto dealers to real estate offices to banks to warehouses to beauty shops to gun dealers to retailers etc. I have a list of business that opposed the OSHA proposed rule by type and will have that delivered along with smoking guidelines</p>
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	Federal Fillings Emily Silva (202) 628 7698	FL Medicaid	AT: motion faxed
8 / 1			
	AP Mike Buelow (608) 255 3679	lobbying expenses	AT: Told reporter that like many other WI companies, we are involved in the democratic process. Told him our filing speaks for itself, all of our activities are conducted and, where appropriate, reported, in full compliance with the law. Told him we were concerned about proposals that would raise the tax on cigarettes to as much as 56¢/pack, we thought it was unfair to single out smokers to pay for programs that benefit everyone, it could hurt small business, especially those near borders. I provided our position on youth and uniformity. Declined to provide our position on all of the bills listed in the report.
	Mealey Publications Jennifer Hahn (610) 688 6566	Press release	referred to Mike York
	American Lawyer Media	requesting copy of jury questionnaire used in FL trial	AT: advised that we did not have this information
	The progress Index Scott Bass (804) 732 3456 x 147	Plant Purchase in Dinwiddie county	referred to Jay Poole
	Vogue Melissa Stubis (212) 880 8740	PM support of the arts	referred to corporate
	The Today Show Sara Pines (202) 885 4645	Steve Parrish interview request	Referred to Lance Morgan

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	Bloomberg David Ward (202) 225 3945	Provision in the tax bill	referred to TI
	Hartford Courant Matthew Brown (860) 832 5000	PM history	AT: provided information

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